AUG 2 1943

FASHION CALENDAR

SUN.	MON.	TUES.	WED.	THURS.	FRI.	SAT.
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FRANCES HUGHES, *Editor*

6 WEST 52nd STREET NEW YORK, N. Y.

ELdorado 5-3693

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last-minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

WEEK ENDING FRIDAY, JULY 30, 1943

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Friday July 30 11:00 A.M.	SPECIAL SHOWING: "MERRY WIDOW" COSTUMES	WALTER FLORELL AND NEW OPERA COMPANY	ST. REGIS HOTEL IRIDIUM ROOM

This is a Press Breakfast to preview the costumes created by Walter Florell for the New Opera Company's production of the "Merry Widow" opening August 4th at the Majestic Theatre. The costumes will be modeled by members of the cast who will wear them in the production. (P.S. The Iridium Room is air-cooled.) Press by invitation. Publ.: Helen Havener, CH. 3-3623.

Now Going on Through August 8 (Note Extension Of Closing Date)	4TH ANNUAL AMERICAN DESIGN CONTEST	CHICAGO TRIBUNE	CHICAGO

A fashion contest, sponsored by the Chicago Tribune to foster American design. Open to amateurs and professionals with awards totaling $3,000 for winners of the 1943 competition. Contestants must comply with WPB restrictions concerning the manufacture of women's wear. Any number of designs may be submitted. Mrs. Grace Pickering heads the selection committee which will choose 20 winning sketches. The winners of these designs will receive $50 for each sketch. Successful competitors are eligible for grand prize of $1,000 for the first award and $500 each for second and third places. Sketches must be received by midnight August 8th. The 20 winning models will be exhibited at a fashion show in September in the WGN Studio Theatre in Chicago. For information, write American Fashion Contest, Chicago Tribune, Chicago, Illinois.

WEEK BEGINNING MONDAY, AUGUST 2, 1943

Monday August 2 3:00 P.M.	PRESS OPENING: COLLEGE SHOP	SAKS FIFTH AVENUE	611 FIFTH AVENUE COLLEGE SHOP, 7TH FL.

Saks Fifth Avenue will stage a campus quiz and round-table conference with college counsellors present, in launching their Fall 1943 school collection. A floor-wide presentation of college styles will be shown to the Fashion Press. The College Shop opens to the public on August 9th. Press opening on August 2nd by invitation only. Publ.: Eleanor Lambert, PL. 5-8580.

Monday August	COLOSSAL FURNITURE DISPLAY	R.H. MACY & CO., INC.	HERALD SQUARE 9TH FLOOR

75 new rooms, newly redecorated to give the public every possible suggestion for refurnishing in the Fall. A number of new decorating materials and ideas will be launched in this Macy showing. Public invited. Publicity: Kay Inglis Jones, CH. 4-2000.

Monday August 2- August 16	HAND SEWN GLOVES ON EXHIBIT	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY (AT 52ND STREET)

Exhibit of designs for original custom made gloves designed by Edith M. Hummel, is being held in the Traphagen School's gallery. Mrs. Hummel will offer courses in glove-making at Traphagen in cooperation with the N. Y. School of Modern Millinery, starting early in August. For detailed information, contact: Dorothy Tyroler, CO. 5-2077.

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DATE	WHAT'S GOING ON	GIVEN BY	WHERE

Beginning Monday August 2 — OPENING DATES OF COLLEGE SHOPS IN NEW YORK AND METROPOLITAN STORES

Other stores' college shop openings will be announced as dates come in.

NOW OPEN

B. ALTMAN & CO., 5TH AT 34TH
3rd fl. See page 4, item 2 for details. Publicity: Faith Willcox, MU. 9-7000.

R. H. MACY & CO., HERALD SQUARE
3rd fl. No fashion show. Publ.: Kay Jones, CH. 4-2000.

ABRAHAM & STRAUS, 420 FULTON ST.
3rd fl. Junior Size Center. No formal opening. Publicity: Emily Adamson, TR. 5-7200.

MONDAY, AUGUST 2

LORD & TAYLOR, 424 5TH AVE.
5th fl. No formal opening. Eleanor Howard, WI. 7-3300.

DE PINNA, 650 5TH AVE.
No formal opening. Publicity: Dorothy Coburn, VO. 5-4800.

RUSSEKS 5TH AVE., 390 5TH AVE.
See page 3, item 5 for details. Publ.: Beatrice Castle, WI.7-1900.

JAMES McCREERY, 5 W. 34TH ST.
4th fl. No formal opening. Publ.: Elsie Porcell, WI.7-7000.

STERN BROS., 6TH AT 42ND ST.
3rd fl. No formal opening. Publ.: Martha Emerson, LO.5-6000.

BLOOMINGDALE'S, LEXINGTON AT 59TH
No formal opening. Publicity: Karen Hollis, VO. 5-5900.

WEDNESDAY, AUGUST 4

ARNOLD CONSTABLE, 5TH AT 40TH
3rd fl. See page 3, item 3 for details. Jeanne Pierre, CA. 5-2300.

SAKS 34TH ST., HERALD SQUARE
3rd fl. See page 3, item 2 for details. Florence Epstein, LA.4-7000.

WEDNESDAY, AUGUST 4 (Continued)

JOHN WANAMAKER, B'WAY AT 9TH
Mimi Shop in Fashion Store. No formal fashion show, but college girls will be on hand to hold open forums on clothes problems. The college shop will contain everything a girl needs for going away to school. Publicity: Frances Patten, ST. 9-4700.

THURSDAY, AUGUST 5

MARTIN'S, 501 FULTON ST., B'KLYN
2nd fl. No formal opening. Publ.: Miriam Priluk, TR. 5-3100.

MONDAY, AUGUST 9

SAKS 5TH AVE., 611 5TH AVE., 7 fl.
See page 1, item 3 for details. Publ.: Eleanor Lambert, PL. 5-8580.

FRANKLIN SIMON, 414 5TH AVE., 3 fl.
See page 4, item 4 for details. Publ.: Mildred Kaldor, WI. 7-9600.

OPPENHEIM COLLINS, 33 W. 34TH ST.
No formal opening. Publicity: Ruth LeBron, WI. 7-8200.

FREDERICK LOESER, 484 FULTON ST.
2nd fl. Details later. Publ.: Rose Rulnick, TR. 5-8100.

B. GERTZ, INC., JAMAICA, 3 fl.
See page 4, item 6 for details. Mr. Merahn, JA. 6-6800.

SATURDAY, AUGUST 14

THE NAMM STORE, 452 FULTON ST., 2 fl.
Fashion show on models. Details later. Rhoda Friedman, TR. 5-5700.

MONDAY, AUGUST 16

MARY LEWIS, 638 5TH AVE.
See page 4, item 1 for details. Rosemary Sheehan, CO. 5-3147.

Tuesday August 3 2:00-6:00 P.M. — PRESS PREVIEW: ART SHOWS FOR USO CENTERS — MUSEUM OF MODERN ART — 11 WEST 53RD STREET YOUNG PEOPLE'S GALLERY

The Press is invited to an exhibition of ART SHOWS FOR USO CENTERS designed by the Museum. Exhibition open to public Wednesday, August 4th. Publicity: Sarah Newmeyer, CI. 5-8900.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday August 3 4:00-6:00 P.M.	COCKTAIL PARTY AND FASHION SHOW	MARLBORO CIGARETTES AND BONWIT TELLER	MONTE CARLO GARDEN 51 EAST 54TH STREET

Muriel Johnstone, fashion coordinator for Marlboro Cigarettes, presents through the auspices of Bonwit Teller, a collection of Marlboro Cigarette Slim fashions for Fall, utilizing the tobacco color and cigarette silhouette. Press by invitation only. Publicity: June Clark, EL. 5-6800.

Wednesday August 4 11:30 A.M.	PRESS PREVIEW OF COLLEGE FASHIONS	SAKS 34TH STREET	COLLEGE KNOWLEDGE SHOP 3RD FLOOR

As a curtain-raiser to the college season, Saks 34th Street will preview its school collection for the Press and a selected list of guests. By invitation. Publicity: Florence Epstein, LA. 4-7000.

Wednesday August 4 3:00 P.M.	COLLEGE PREVIEW FOR PRESS	ARNOLD CONSTABLE	5TH AVE. AT 40TH STREET COLLEGE SHOP 3RD FLOOR

Around-the-clock fashions for the co-ed are going to be modeled by members of the Arnold Constable College Board. Guests will include Press and a selected invitation list. Publicity: Jeanne Pierre, CA. 5-2300.

Wednesday August 4	SOCIETY NOTE	SMART HOSTESSES	ALL OVER NEW YORK

Just like old times before the war, a good many music-loving and social New Yorkers are giving dinner parties before and after the opening performance of the "Merry Widow". Mrs. Irion, producer and general manager of the Company, will be given a supper party at the Waldorf Astoria Hotel by the sponsors of "Rosalinda", another of the New Opera Company's successful Broadway productions. Among society folk giving parties are Mrs. Lytle Hull, Mrs. Tuckerman Draper, Mrs. Camille Dreyfus and others. The New Opera Company is a non-profit organization. Its proceeds are used to finance other productions, thus increasing opportunities for young artists. Publicity: Helen Havener, CH. 3-3623.

Thursday August 5 12:30 P.M. Luncheon	FASHION LUNCHEON: "LEARNING, EARNING AND SOJOURNING"	RUSSEKS FIFTH AVENUE (390 FIFTH AVENUE)	PLAZA HOTEL PERSIAN ROOM 5TH AVE. AT 59TH ST.

This store will mark the opening of its College and Career Shops, August 2nd, with a luncheon fashion show of school and career fashions. Open to public. Luncheon, $2. Press by invitation only. Russeks Publicity: Beatrice Castle, WI. 7-1900. Plaza Publicity: Alma Zaiss, PL. 3-1740.

Thursday August 5 4:00 P.M.	PRESS PARTY: "FOR WOMEN ONLY"	RICHARD HUDNUT	NEW DUBARRY SUCCESS FL. 693 5TH AVENUE, 4TH FL.

Victory Garden Party, strictly for the distaff side of the Press, to see the new floor of the Success School which boasts the largest health bar in the world. Fashions by B. Altman & Co. will feature streamlined figures for L-85 styles. By invitation only. Publicity: Lenore Buehler, PL. 3-0700; Nora Gilbert, WA. 9-2300; Jane Ellis, PL. 3-8321.

MAGAZINE PROMOTIONS OF BACK-TO-SCHOOL AND BACK-TO-WORK FASHIONS

Fri., 8/6	NEWSSTAND DATE: VOGUE COLLEGE ISSUE (Conde Nast)	420 LEXINGTON AVENUE
Fri., 8/6	NEWSSTAND DATE: HARPER'S BAZAAR COLLEGE ISSUE	572 MADISON AVENUE
Fri., 8/20	NEWSSTAND DATE: CHARM BUSINESS GIRL ISSUE (Street & Smith)	79 SEVENTH AVENUE
Fri., 8/20	NEWSSTAND DATE: WOMAN'S HOME COMPANION TEEN AGE ISSUE	250 PARK AVENUE
Wed., 8/25	NEWSSTAND DATE: PARENTS' BACK-TO-SCHOOL ISSUE	52 VANDERBILT AVENUE

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday August 9 4:00 P.M.	FASHION DOUBLE-TALK	MARY LEWIS	PROBABLY ON ROCKEFELLER ROOF
	Mary Lewis and her master of ceremonies, Rosemary Sheehan, can always be depended upon for something original. Their College presentation under the title "Fashion Double-Talk" offers no advance clue to its contents. Press by invitation only. Rockefeller Roof location of show uncertain but likely. Publicity: Rosemary Sheehan, CO. 5-3147.		
Tuesday August 10 9:00 A.M.	PRESS OPENING: COLLEGE SHOP	B. ALTMAN & CO.	5TH AVE. AT 34TH ST. COLLEGE SHOP, 3 FL.
	Preview of all of Altman's new collection of college fashions for 1943-44 are presented in the newly redecorated college shop. Shop opens to public on July 26th. Press by invitation. Publicity: Faith Willcox, MU. 9-7000.		
Tuesday August 10 10:00 A.M.- 12:00 Noon Breakfast	PRESS PREVIEW: CHRISTMAS MERCHANDISE	DOROTHY GRAY, LTD.	683 FIFTH AVENUE 13TH FLOOR
	This is the annual breakfast party for the Magazine and Newspaper Press displaying the complete assortment of Dorothy Gray Christmas Gift Merchandise. By invitation only. Contact: Miss McLaughlin, WI. 2-6100 of Dorothy Gray Publicity Department.		
Wednesday August 11 5:00 P.M. On.....	ORIGINAL "COLLEGE CO-OP" FASHION SHOW	FRANKLIN SIMON	414 FIFTH AVENUE SPORTSWEAR DEPT., 3RD FL.
	Franklin Simon's "College Co-op" is presenting for the Press and friends of the College Board an original fashion show which the college girls in the shop have written and will themselves put on and model. An all-soldier jury has been invited to vote on the most attractive college clothes of the season. By invitation. Publicity: Mrs. Mildred Kaldor, WI. 7-9600.		
Thursday August 12 12:30 P.M. Luncheon	LUNCHEON OF AMERICAN MARKET ASSOCIATION	AMERICAN MARKET ASSOCIATION	SHERATON HOTEL LEXINGTON AT 37TH ST.
	Monthly luncheon meeting of the Retail Distribution group of the American Market Association will take place with a speaker whose subject will be "Self-Service in Retail Stores", to be announced by Professor John Wingate of the School of Retailing, New York University. Details later. Publicity: Miss Thion, Cigar Institute, LE. 2-2489.		
Thursday August 12 3:00 P.M.	COLLEGE SHOP OPENING	B. GERTZ, INC.	JAMAICA
	Weekly fashion show for Press and public, during month of August. College Shop opens, August 9th. Publicity: Harold Merahn, JA. 6-6800.		
Monday August 16 12:30 P.M.	LUNCHEON DEBUT OF A NEW PERFUME - "DISCOVERY"	MONEAU PERFUMES	18 EAST 49TH STREET
	"Discovery" is a new perfume said to be one of the last to come out of France, created by a pair of persons well-known in the cosmetics field. Beauty and Fashion Press invited. Contact: Richard Sussman, PL. 8-1667.		
Wednesday August 18 10:30 A.M.	PRESS PREVIEW: FALL MILLINERY SHOWING	HENRI BENDEL	10 WEST 57TH STREET
	Press, by invitation only. Publicity: Frances Anderson, CI. 7-1100.		
Thursday August 19 11:00 A.M.	PRESS PREVIEW: CUSTOM-ORDER HATS	HATTIE CARNEGIE	42 EAST 49TH STREET
	Strictly by invitation. Publicity: Josephine Hughes, WI. 2-2600.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday August 23- August 26	NATIONAL CONVENTION	NATIONAL RETAIL JEWELERS ASSOCIATION	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH ST.
	This convention is interesting largely to retail jewelers. More details to follow. Contact: Charles Evans, ME. 3-5926.		
Tuesday August 24 4:00 P.M.	DIAMOND BRIDAL SHOW	N. W. AYER & SON, INC.	AMBASSADOR HOTEL TRIANON ROOM
	Diamonds for war-time brides with new Fall and Winter gowns from several leading designers will be featured in a show tracing the American engagement and wedding tradition from the Revolution to the present day with authentic jewelry, dresses and uniforms from the various war periods. Press by invitation only. Publicity: Charlotte Parker, CI. 6-0200.		
Wed., 8/25 3:00 P.M.	HATTIE CARNEGIE CUSTOM ORDER ORIGINALS SHOW See below for details.		

FALL OPENINGS OF THE "BIG SIX" CUSTOM ORDER COLLECTIONS

Admission to all showings strictly by invitation.

Wed., 8/25 3:00 P.M.	HATTIE CARNEGIE	42 EAST 49TH STREET
	Custom Order Originals. By invitation only. Publ.: Joe Hughes, WI.2-2600.	
Mon., 8/30 5:30 P.M.	BERGDORF GOODMAN ORIGINALS	754 FIFTH AVENUE
	Press preview. By invitation only. Publicity: Florence Neff, PL. 3-7300.	
Tues., 8/31 3:00 P.M.	JAY THORPE ORIGINALS	24 WEST 57TH STREET
	Press preview. By invitation only. Publicity: Ruth Waltz, CI. 7-4300.	
Thurs., 9/2 3:00 P.M.	SAKS FIFTH AVENUE	611 FIFTH AVENUE
	Press preview of Sophie Originals from the Salon Moderne. Strictly by invitation. Publicity: Eleanor Lambert, PL. 5-8580.	
Tues., 9/7 11:00 A.M.	BONWIT TELLER	721 FIFTH AVENUE
	Fira Benenson's collection from the Salon de Couture. Press preview, by invitation. Publicity: June Clark, EL. 5-6800.	
Wed., 9/8 11:00 A.M.	MILGRIM'S	6 WEST 57TH STREET
	Design Studio Originals from the Custom Order Department. Press preview, by invitation only. Publicity: Alice Lookstein, CI. 7-7200.	

Thursday August 26 12:30 P.M. Luncheon	HIGHLIGHT FASHIONS & DESIGN STUDIO FURS	RUSSEKS FIFTH AVENUE (390 FIFTH AVENUE)	PLAZA HOTEL PERSIAN ROOM
	Russeks' famous Design Studio Furs and other fashions are being shown to the Press and public at a luncheon at the Plaza. Despite this being a war year, luxury furs are being shown and bought as never before. Open to public. Luncheon, $2. Press by invitation only. Russeks Publicity: Beatrice Castle, WI. 7-1900. Plaza Publicity: Alma Zaiss, PL. 3-1740.		
Friday August 27	PUBLICATION OF "SELLING FOOTWEAR" ISSUE	WOMEN'S WEAR DAILY AND MEN'S WEAR	FAIRCHILD PUBLICATIONS 8 EAST 13TH STREET
	These are two special issues on selling footwear for men, women and children. Reprinted following publication under one cover for convenient use by shoe retailers. The factual data on the merchandising, selling and buying of footwear are given in detail as a complete non-tehnical guide to all interested. This shoe issue will provide an excellent manual in store training of buyers, merchandise managers and store executives. Also footwear sales people. Contact: AL. 4-5252.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Mon., 8/30 5:30 P.M.	BERGDORF GOODMAN CUSTOM ORDER ORIGINALS SHOW See page 5, item 4 for details.		
Monday 8/30-9/18	AQUEDUCT FALL RACE MEET	QUEEN'S COUNTY JOCKEY CLUB	AQUEDUCT LONG ISLAND
Tues., 8/31 3:00 P.M.	JAY THORPE CUSTOM ORDER ORIGINALS SHOW See page 5, item 4 for details.		
Tuesday August 31- Sept. 1	SEMI-ANNUAL LEATHER CONFERENCE Details later. Contact: Lee Langston, AS. 4-9515.	NATIONAL SHOE RE-TAILORS' ASSOCIATION	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH ST.
Beginning Wednesday Sept. 1	A NEW CLEARING HOUSE FOR WOMEN'S NAVAL UNIFORMS A new organization formed to facilitate the procurement, warehousing and sale of women's naval uniforms for the WAVES has been organized by a group of six New York leading department stores. They are: Bloomingdale's, R.H. Macy, Saks Fifth Avenue, John Wanamaker, Abraham & Straus, Frederick Loeser, and William Filene's Sons, Boston. This does not include uniforms for the SPARS, issued under separate arrangement by the Coast Guard. Contact: Ira Markwett, Manager, MU. 2-7750 (temporary).	WOMEN'S NAVAL UNIFORMS, INC.	NOT YET ANNOUNCED
Wednesday Sept. 1-6	NATIONAL CHAMPIONSHIP TENNIS TOURNAMENT Details later. Contact: CO. 7-3330.	UNITED STATES LAWN TENNIS ASSOCIATION	WEST SIDE TENNIS CLUB FOREST HILLS, L. I.
Thursday Sept. 2 10:30 A.M.	PRESS PREVIEW: FALL FASHION ORIGINALS By invitation only. Publicity: Frances Anderson, CI. 7-1100.	HENRI BENDEL	10 WEST 57TH STREET
Thurs., 9/2 3:00 P.M.	SAKS FIFTH AVENUE CUSTOM ORDER ORIGINALS SHOW See page 5, item 4 for details.		
Tues., 9/7 11:00 A.M.	BONWIT TELLER CUSTOM ORDER ORIGINALS SHOW See page 5, item 4 for details.		
Wed., 9/8 11:00 A.M.	MILGRIM CUSTOM ORDER ORIGINALS SHOW See page 5, item 4 for details.		
Thursday Sept. 9 12:00-1:30 P.M.	PRESS PREVIEW: FALL FASHIONS This is a luncheon fashion showing in the Round-Up Lounge on the 4th floor, strictly for the Press. Admission, by invitation only. Publicity: Mrs. Mildred Kaldor, WI. 7-9600.	FRANKLIN SIMON	414 FIFTH AVENUE ROUND-UP LOUNGE
Thursday Sept. 9- Sept. 30	RETAILERS WAR PROGRAM FOR SEPTEMBER There will be a month-long drive in all the stores in this country from September 9th to 30th in an effort to sell War Bonds totaling a goal of 20 billion dollars. Big day events include Grand Opening on September 9th; American Hero's Day, September 16th; Axis Pay Day, September 23rd and Sacrifice Day, September 30th. Contact: Office of War Information, CI. 6-4400.	UNITED STATES TREASURY	THROUGHOUT THE COUNTRY

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Sunday Sept. 12	NEW YORK TIMES FALL FASHION FORECAST	THE NEW YORK TIMES	ON ALL NEWSSTANDS

A comprehensive Fall fashion forecast in words and pictures of the clothing and accessory styles for Fall 1943 and Winter 1944. In these styles, government clothing regulations will be demonstrated and the general outlook of fashions for the forthcoming season will be discussed and explained by New York Times Fashion Editor, Virginia Pope. Closing dates for advertising inserts are Aug. 16th to Aug. 25th. Contact: LA. 4-1000.

Tuesday Sept. 14 9:30 A.M.	PRESS PREVIEW: FIRST FALL COLLECTION	DE PINNA	650 FIFTH AVENUE 3RD FLOOR

The first fashion show of the Fall season is being shown to the Press by De Pinna. Strictly by invitation. Publicity: Dorothy Coburn, VO. 5-4800.

Wednesday Sept. 15	TUITION-FREE COURSE IN TEXTILES	U.S. OFFICE OF EDUCATION, MANHATTAN COLLEGE	SPUYTEN-DUYVIL PKWAY AT WEST 242ND ST.,NYC

Courses in testing and inspection of textiles are open free to applicants who are employed by firms engaged in war production and have a high school education or its equivalent. The classes will be held at a downtown center yet to be announced. Enrollment begins September 1st. Details later. Contact: Alfred Donovan, Assistant Director, KI. 6-2800.

Monday 9/20-10/9	BELMONT FALL RACE MEET	WESTCHESTER RACING ASSOCIATION	BELMONT PARK ELMONT, LONG ISLAND
Tuesday October 5 1:00 P.M. Luncheon	FALL OPENING: LUNCHEON FASHION SHOW SERIES	WALTER FLORELL (29 E. 53RD ST.)	RITZ CARLTON HOTEL OVAL ROOM

Walter Florell, Milliner, will open the season of gala Tuesday Luncheon Fashion Shows in Oval Room of Ritz, with a presentation of exciting Fall hats. Open to public. Luncheon, $2. Press by invitation. Florell Publ.: Mr. Frederick, PL. 5-0895. Ritz Publ.: Marion Morrison, PL. 3-4600.

Wednesday Oct. 6-31	THE RODEO COMES TO TOWN,	MADISON SQUARE GARDEN, 8TH AVE. AT 50TH ST.

Publicity: Miss Jenkins, CO. 5-6800.

OUT-OF-TOWN FASHION MARKET DATES

Aug. 1-4....California Fall Millinery Openings, Los Angeles, Hollywood, San Francisco Millinery Guilds, Palace Hotel, San Francisco.

Week of 8/2...Interstate Merchants' Council, Chicago Association of Commerce, Merchandise Fair, Chicago.

Sept.14-17..Southeast Travelers Market, Southeastern Travelers Exhibitors Association, Henry Grady Hotel, Atlanta, Georgia.

Sept.22-23..Fashion Market, Southern Fashion Exhibitors,Tutwilder Hotel,Birmingham,Ala.

Oct. 11-14..Dallas Fashion and Sportswear Center, Dallas Fashion Association, Baker and Adolphus Hotels.

DATES AHEAD			RED LETTER WEEKS	
Aug. 19	NATIONAL AVIATION DAY	(Thurs.)	Sept. 11-18	NATIONAL FELT HAT WEEK
Sept. 6	LABOR DAY	(Mon.)	Sept. 13-18	CONSTITUTION WEEK
Sept. 13	1ST DAY OF SCHOOL	(Mon.)	Sept. 19-25	NATIONAL DOG WEEK
Sept. 23	1ST DAY OF AUTUMN	(Thurs.)	Oct. 1-11	NATIONAL BRANDS WEEK
Sept. 30	1ST DAY: JEWISH NEW YEAR	(Thurs.)*	Oct. 2-9	NATIONAL RETAIL FURNITURE WEEK
Oct. 1	MOVING DAY	(Fri.)	Oct. 3-9	FIRE PREVENTION WEEK
Oct. 9	JEWISH DAY OF ANTONEMENT	(Sat.)*	Oct. 3-9	NATIONAL LETTER WRITING WEEK
Oct. 12	COLUMBUS DAY	(Tues.)	Oct. 10-16	NATIONAL BUSINESS WOMEN'S WEEK

*Market closed for all practical purposes.

MUSIC... THEATRE... MOVIES... NIGHT SPOTS

Beginning.. COMING ATTRACTIONS AT STADIUM CONCERTS, LEWISOHN STADIUM, 138TH AT AMSTERDAM
Friday July 30 8:30 P.M.
Friday, July 30--Orchestral Program with Effrem Kurtz, conducting.
Saturday, July 31--Ania Dorfman, pianist and Jennie Tourel, Mezzo-Suprano.
Tuesday, August 3--Frank Sinatra, torch-singer conducted by Max Steiner.
Publicity: Dorle Jarmel, CI. 7-6900.

Monday..... RETURN ENGAGEMENT: "ARMY, PLAY BY PLAY" MARTIN BECK THEATRE, 302 W. 45TH ST.
August 2
At the suggestion of Mayor LaGuardia, the hit all-soldier show "Army, Play By Play" will run for a limited engagement of two weeks. Receipts for the benefit of the Army Emergency Relief Fund. This is the play produced with the Second Service Command, under the sponsorship of Colonel Charles F.H. Johnson and producer John Golden, which brought in a gate of $100,000 at the opening performance and is being shown to the public by popular demand. Tickets, $1-$3. Publicity: Bernard Simon, BR. 9-6996.

Monday..... PREMIERE: "TRY AND GET IT" CORT THEATRE, 138 WEST 48TH STREET
August 2
An A. H. Woods comedy with a cast including Margaret Early, Iris Hall, Claire Meade, Stanley Phillips and others. Costumes by Norman Edwards. Publicity: Maurice Turret, CH. 4-4970.

Monday..... RE-OPENING OF "HARRIET" HENRY MILLER THEATRE, 124 W. 43RD STREET
August 2
After a 5-week recess during which Helen Hayes, star of "Harriet" has been vacationing in Mexico, the play is reopening with virtually the same cast. Costumes, Aline Bernstein. Publicity: Dick Maney, WI. 7-6939.

Tuesday.... PREMIERE: "THE TWO MRS. CARROLLS" BOOTH THEATRE, 224 W. 45TH STREET
August 3
The London hit by Martin Vale which ran for two years, will be presented in New York by Robert Reud and Paul Czinner, under the direction of Reginald Denham. Cast stars Elisabeth Bergner and Victor Jory. Sets by Frederick Fox. Costumes by Grace Houston. Publicity: Willard Keefe, LA. 4-0882.

Wednesday.. PREMIERE: "THE MERRY WIDOW" (Operetta) MAJESTIC THEATRE, 245 W. 44TH STREET
August 4
The New Opera Company's first production of the season is "The Merry Widow" starring Marta Eggerth and Jan Kiepura. Director of this popular operetta is Felix Brentano. Conductor, Robert Stoltz. Sets by Howard Bay. Hats and costumes by Walter Florell. Publicity: James Proctor, WI. 7-1093.

Wednesday.. PREMIERE: "LET'S FACE IT" (Movie) PARAMOUNT THEATRE, B'WAY AT 43RD ST.
August 4
This is Paramount's movie version of the big musical which starred Danny Kaye on Broadway. Leading parts in the movie are by Bob Hope and Betty Hutton. Costumes by Edith Head. Publicity: Aileen Brenon, BR. 9-8700.

Wednesday.. PREMIERE: "RUN, LITTLE CHILLUN" HUDSON THEATRE, 141 WEST 44TH STREET
August 11
A Hall Johnson Negro folk musical play with Caleb Peterson and Charles Holland, Metro concert tenor in leading roles. Producers: George Jessel, Meyer Davis and Lew Cooper. Costumes and sets by Perry Watkins. Publicity: Regina Crewe, BR. 9-8043.

Wednesday.. PREMIERE: "HEAVEN CAN WAIT" (Movie) ROXY THEATRE, 7TH AVENUE AT 50TH STREET
August 11
A gay Ernst Lubitsch comedy in Technicolor, taken from the popular European play, "Birthday", stars Gene Tierney and Don Ameche. Costumes, Renie Hubert. 20th Century Fox Publicity: Jeannette Sawyer, CI. 6-0950.

Thursday... PREMIERE: "BALIEFF'S CHAUVE-SOURIS 1943" ROYALE THEATRE, 242 W. 45TH STREET
August 12
New edition of the all-Russian revue with a cast of 30 singers, dancers and players. Producer, Leon Greanin. Costumes by Serge Soudeikine. Publicity: Marjorie Barkentin, LO. 5-5643.

Sunday.... HARVEST MOON BALL NEW YORK DAILY NEWS MADISON SQUARE GARDEN 8TH AVE. AT 50TH STREET
Sept. 8
8:30 P.M.
9th annual Harvest Moon Ball to find the best amateur ballroom dancers in greater New York. The preliminaries will have been finished when the big event takes place in the Garden. This ball annually draws 25,000 attendance. Entry fee is 50¢ per couple. Contest open to all amateur dancers, 16 years or older. Winners invariably attract stage contracts. Register through the Daily News in Manhattan and the Bronx, service men in Long Island. Publicity: William Murtha, MU. 2-1234.